

NOVEMBER RECAP REAL FUN BEACH MARKETING



VisitPanamaCityBeach.com f t p y i

PUBLIC RELATIONS

-**The Weather Channel** interviewed Vice President of Marketing, Jayna Leach, in three different segments to talk about Panama City Beach and Beach Home for the Holidays.

-**Southern Living** highlighted Panama City Beach's Beach Home for the Holidays and encouraged readers to visit during Thanksgiving Weekend.

-**The New York Times** interviewed President/CEO, Dan Rowe, and provided readers with an update on the impact of Hurricane Michael and that Panama City Beach was relatively unscathed.

-**Travel Weekly** profiled the upcoming Beach Ball Drop taking place on New Year's Eve and brought attention to the celebration

Press Releases

Beach Home for the Holidays

Top 19 Events in 2019

Winter Residents

Whats New in 2019



779,353 likes



42.9k followers



37.2k followers

MARKETING

Closing out November and looking to December, this is our month to turn the corner from Hurricane Michael. This month we are reintroducing some paid media through digital banner placements as well as paid social which will be the platform where we kick-off our "Real PCB" campaign.

- "Real PCB" Campaign went live on December 3rd with the purpose of this campaign being to answer questions that we have received in social media about the effects of the Hurricane. We want to re-assure everyone that PCB is okay and that you should continue to plan your vacation for the destination.

- Our Southern Living promotion around the partnership that began in January continues with online support and social promotion. The dedicated landing page went live in May and Southern Living drove traffic to this page through the end of June, the link will be live indefinitely.

-We will be updating collateral to match the new logo design and we will continue building out the additional assets needed as we get ready for the opening in the summer of 2019.

Current Ad Insertions

Beach Guide
Florida Saltwater Regulations
Florida Golf Alliance
Snowbirds Gulf Coast Magazine
Lindy's Custom Newsletters
Panama City Living
Big Time Softball
Sports Travel Magazine



Panama City Beach
REAL. FUN. BEACH.

"I Am Thankful" Campaign

During the month of November, we worked with our advertising agency, Luckie, to push out an "I Am Thankful" mini campaign to kick off messaging post hurricane. The campaign captured real people of PCB and their authentic gratitude during this time. We saw many passionate locals and loyal visitors expressing their thanks on social media and wanted to expand the reach of this conversation and the mini campaign allowed those outside of PCB to see how the community was coming together and growing stronger.



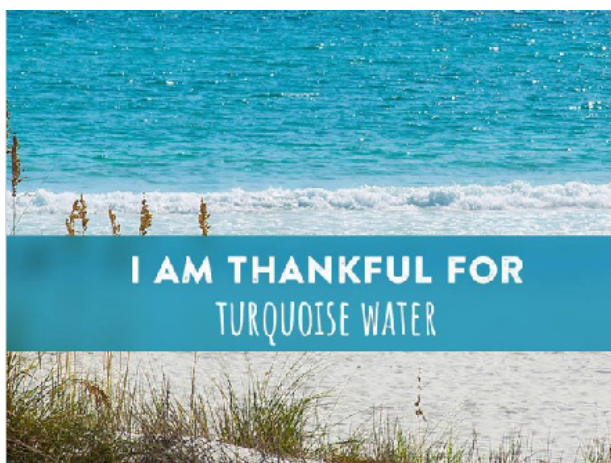


REAL. FUN. SOCIAL STATS. TOP SOCIAL POSTS OF THE MONTH

Facebook

"Today we are thankful for the simple serenity of sugar-white sand and turquoise water."

Likes: 3.2K Comments: 71 Reach: 54.6K



Twitter

"#NationalDonutDay is better on the beach!"

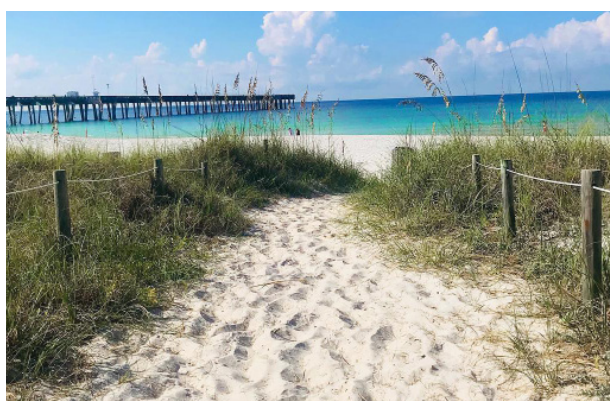
Likes: 149 Retweets: 31 Impressions: 15.7K



Instagram

"This season, we are thankful for the beach! #RealFunBeach"

Likes: 2,127 Comments: 26 Engagement: 2,177



CHASIN' THE SUN TV

Season four of our award-winning television series, Chasin' The Sun, will premiere on January 5th on Discovery Channel. Join hosts Capt. Justin Leake and Capt. Travis Holeman each Saturday at 8am as they share the excitement of our diverse fisheries and showcase the coastal lifestyle in all new episodes filmed in Panama City Beach.



EVENTS

Combine the excitement of authentic Mardi Gras celebration with the spectacular views of our emerald green water and sugar white sand, and you're in for a real treat at the Panama City Beach Mardi Gras and Music Festival. In conjunction with the Krewe of Dominique Youx's great Mardi Gras at the Beach parade, the festival is always held the weekend before Fat Tuesday and features entertainment for the whole family.

